

## PROGRAM OVERVIEW

The intention of the GEN AG Program is to inspire high school students to consider careers in agriculture by engaging them in exploring the diversity of agriculture-related career opportunities available in their home provinces, in Canada and around the world.

### CURRICULUM CONNECTIONS

#### Saskatchewan

*Science 10, Environmental Science 20, Physical Science 20, Information Processing 10/20/30, Career Work Education 20/30*

#### Manitoba

*Gr. 9 Life & Work Education , Gr. 10 Life & Work Planning , Grade 11 Agriculture , Gr. 11/12 Business*

#### Ontario

*Guidance and Career Education (GLC 20, GLD 20, GLW30), Business Studies (BMI3C), Interdisciplinary Studies (IDC30/IDP30, IDC4U/IDP4U, IDC40/IDP40), Green Industries (THJ3M/THJ3E, THJ4M/THJ4E)*

#### Prince Edward Island:

*Gr. 11/12 : AgriScience 801 / Animal Science 801 / Co-operative Education / Accounting 801 / Creative MultiMedia 801A*

*Gr. 12: AgriScience 621 / Animal Science 621 / Social Studies (Geography 621A/631A) / History (History of PEI 621B)*

*Please note: In the future, other PEI curriculum connections will be available.*

**During GEN AG 2017**, students will work together in small groups as marketing companies in order to develop and implement creative and innovative marketing ideas that promote ag-sector careers to high school students in their schools.

**Each class participating in GEN AG 2017 will be eligible for the following supports:**

- a free field trip or classroom presentation
- \$100 per group to support development and implementation of marketing ideas

**A minimum of seven classes** is required to deliver the program. Additional class time may be required. If students from your class advance to the provincial GEN AG Competition, then more time will be required in order to prepare them for the competition.

## Teachers will be provided with the following resources:

- **PowerPoint presentation** introducing GEN AG 2017 to students
- **Teacher Information** outlining a suggested sequence of classes
- **Student Workbook** containing guiding questions for brainstorming and research, websites to research, and detailed information about the content of the *Success Story Portfolio*
- **Portfolio Rubric** and **Presentation Rubric** (for the provincial competition)
- **Survey** that will provide student-companies with baseline information about their peers' perceptions of ag-sector careers. (This information will be useful for developing marketing ideas.)

After completing GEN AG 2017, participating teachers will be invited to provide feedback in order to help build the best GEN AG Program possible.

## PROVINCIAL GEN AG COMPETITIONS

As a culminating activity for GEN AG 2017, a GEN AG Competition will be held in each participating province.

To participate in the competition, students will compile and submit a **Success Story Portfolio** that tells the story about the development and implementation of their marketing ideas.

*Success Story Portfolios* will be submitted to provincial GEN AG co-ordinators for judging to determine three student groups who will advance to provincial GEN AG Competitions. Funds are available to cover travel costs.

Provincial winners will receive \$500 to use for supporting ag-career education in their schools (ex. field trips, lab supplies, further implementation). Winners will be profiled on the AITC Canada website and, possibly, by other media.

*GEN AG 2016 was conducted as Phase 1 of a pilot project involving students in Saskatchewan and Manitoba. Students were surveyed before participating in GEN AG 2016. Forty percent indicated that they would likely consider a career in agriculture. After participating in GEN AG 2016, this interest rose to 60%.*

## GEN AG 2016 . . . Comments from Students:

- *I learned that there are many career opportunities in agriculture other than farming and business.*
- *If you do and experience things in AG you will get a better understanding of what it really is and the opportunities that there are.*

- *Through partnerships with ranchers and creative projects I was able to research new areas of AG opportunities.*
- *I already had an interest in AG but now I know some fields I would be interested in going in and I know for sure it's gonna be in AG.*

### GEN AG 2016 . . . Comments from Teachers:

- *Overall, it was an awesome program. Loved the plan and project. Sure could see the potential engagement qualities for the students.*
- *Field trips are critical. Students need to see, feel, touch and taste to bring it all home to them.*
- *It was a unique idea, and one that the students ran with. It was easy to support, and really opened their eyes to agriculture and potential career opportunities.*
- *Students of different backgrounds (ex. accounting) learned what a career in ag really means: job opportunities and demand for careers in the future.*
- *The students loved to see what others thought (survey results). They wanted to conduct their own survey, and one group surveyed 90 students.*

**GEN AG 2017 will be conducted as the Phase 2 pilot project, and will involve students in Saskatchewan, Manitoba, Ontario and Prince Edward Island.**

### GEN AG 2017 DATES

PROVINCE	Success Story Portfolio	GEN AG COMPETITION
Saskatchewan	April 13	May 3
Manitoba	April 19	May 15-18
Ontario	April 19	May 15-18
Prince Edward Island	April 13	April 27

For more information, please contact the GEN AG co-ordinator in your province:

Saskatchewan	Raecine Franke	<a href="mailto:rfranke@aitc.sk.ca">rfranke@aitc.sk.ca</a>
Manitoba	Diane Mauthe	<a href="mailto:diane@aitc.mb.ca">diane@aitc.mb.ca</a>
Ontario	Jenny Mayer	<a href="mailto:Jennymayer88@hotmail.com">Jennymayer88@hotmail.com</a>
Prince Edward Island	Marilyn Balderston	<a href="mailto:info@peiagsc.ca">info@peiagsc.ca</a>

*All costs for this program will be covered thanks to the generous support of Farm Credit Canada.*